



What Incredible Choices

Montana WIC Program

1-800-433-4298

Activity 2

EATING MORE MATTERS:

How to help children eat more fruits and vegetables

This individual – or small group activity – is designed to help WIC participants learn more about ways to easily and positively help children enjoy eating more fruits and vegetables.

WHAT YOU NEED

- **Handouts 2-A + 7-A:** *Raising Children Who Love to Eat Vegetables* and *Helping Kids Eat More Fruits and Vegetables* for each participant
- **Handouts, recipes, and other information** for WIC-eligible fresh fruits and vegetables that are in season or on sale at the time of the activity. Ex:
Handout 1-D: *Apple Fun with Your Kids*
- **Other materials** to reinforce how parents and other adults can help children eat fruits and vegetables. Ex:
Information about gardening with kids

WHAT TO DO

- **Start with introductions.** In a group, ask people to introduce themselves by first name. As an icebreaker, invite participant(s) to share a favorite fresh fruit or vegetable of their child(ren).
- **Distribute materials.** Make sure everyone has a copy of the two handouts and any other materials that you want to use.
- **Explain the purpose:** *Our goal today is to share tips on helping children eat more fruits and vegetables. I have some suggestions to share. I'd also like to hear your ideas so that I can share them with others.*
- **Start the conversation:** Share an idea or two; then open up the discussion. Here are a couple of ways to kick things off:
Parents and other adults are such important role models for kids. How have you been a fruit and vegetable role model for your family?
What other ways have you found to help your kids eat more produce?
- **Keep the conversation going:** Bring discussion back to main points as necessary and reinforce ideas with WIC materials.
With my own family, I often found the most helpful approach was to (mention one of strategies you have used).
Sometimes it's hard to get young kids to try a new fruit or vegetable. What ways have you found to help your child(ren) try new foods?
Depending on the time of year, you can talk about **planting a family garden** or **taking a trip to farmers' market**.
- **Thank everyone for coming.** Ask for questions or comments about the *WIC Fruit and Vegetable Benefit* before they leave.

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